Tourism is the state’s third-largest industry, behind agriculture and technology.

- **$1.145 billion** in direct travel spending
- **12,230 jobs**
- **9%** of Overall Employment

### Visitor Spending by Category
- **$230.4M** accommodations
- **$341.9M** entertainment
- **$342.9M** food service
- **$121.1M** retail sales
- **$91.1M** local transportation

### Share of Overnight Visitor Spending
- **Hotel, Motel**: 63%
- **Short-Term Vacation Rental (STVR)**: 19%
- **Private Home (VFR)**: 9%
- **Other Accommodations**: 9%

### Average Expenditure for Overnight Visitors

<table>
<thead>
<tr>
<th>When staying in:</th>
<th>Person</th>
<th></th>
<th>Party</th>
<th></th>
<th>Party Size</th>
<th>Length of Stay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel, Motel</td>
<td>Day</td>
<td>$304</td>
<td>Trip</td>
<td>$791</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Short-Term Vacation Rental</td>
<td>Day</td>
<td>$330</td>
<td>Trip</td>
<td>$916</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private Home</td>
<td>Day</td>
<td>$31</td>
<td>Trip</td>
<td>$113</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Accommodations*</td>
<td>Day</td>
<td>$24</td>
<td>Trip</td>
<td>$84</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* camping, second homes

Dean Runyan Associates, Idaho Economic Impact Report 2021 (except where otherwise stated) • travelstats.com/dashboard/idaho